GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

General Administration (I&PR) Department – Constitution of an Inter Departmental Committee for revision of the advertisement tariffs to the satellite TV channels as well as cable TV channels – Orders – Issued.

****

GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.Rt.No.1212 Dated:19.06.2023

Read:

From the Commissioner, I&PR, A.P., Vijayawada Lr No. 2832/VE/ 2023, Dated:25 .05.2023.

ORDER:

In the reference read above, the Commissioner, I&PR has stated that, some of the satellite TV channels have requested for enhancement of tariff for Govt. advertisements in their TV channels stating that the present rates were fixed ten (10) years back as such the production and technical costs have been increasing. The I&PR department is fixing the advertisement tariff of TV channels as per the recommendations of the Committee constituted in the erstwhile Andhra Pradesh for fixation of tariff to the newly launched TV channels.

2. It is observed that as the advertisement rates were fixed long back, there is a need to review the advertisement tariff through an inter-departmental Committee with reference to the parameters like i) viewership as per APSFL & TRP ratings of BARC ii) Distribution of channel through MSO, iii) Placement of Channel in DTH operator wise iv) Presence of channel in Digital / OTT platforms v) No of Studios & offices in AP / TS vi) No of employees vii) Turnover of the firm etc., viii) News coverage of AP xi) Telecasting of Government flagship programmes x) Quality of AV Signal xi) Present rate card , proposed rate card to review xii) and Other relevant issues if any.

3. The Commissioner, I&PR has therefore requested the Government to constitute an Inter-departmental Committee to review and suggest modalities for revision of the advertisement tariff to the satellite TV channels as well as cable TV channels.

(P.T.O)

4. Government after careful examination of the proposal, hereby constitute an Inter Departmental Committee for revision of the advertisement tariffs to the satellite TV channels as well as cable TV channels with the following officers:

1. Commissioner , I&PR
2. Director, Doordarshan Kendra, Vijayawada
3. Vice chairman & Managing Director, A.P. State Fibernet Limited.
4. Vice chairman & Managing Director, A.P. Digital Corporation.
5. Representative from Home Department
6. Representative from Finance Department

5. The Committee shall examine the issues and submit its report to Government, within 21 Days.

6. The Commissioner, I&PR, A.P., Vijayawada shall take necessary further action in the mater accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr.K.S.JAWAHAR REDDY
CHIEF SECRETARY TO GOVT.

To
The Commissioner , I&PR, A.P., Vijayawada.
The Director, Doordarshan Kendra, Vijayawada.
The Vice chairman & Managing Director, A.P. State Fibernet Limited.
The Vice chairman & Managing Director, A.P. Digital Corporation.
The Home Department.
The Finance Department.
The P.S. to C.S. to Government.
SF/SCs.

//FORWARDED :: BY ORDER//

SECTION OFFICER